

# **NEW YORK STATE DEPARTMENT OF HEALTH**

## **BEST PRACTICES FOR BREASTFEEDING**

### *Breastfeeding Promotion Guidelines for Ambulatory Care Settings (Physician Offices, Health Centers, PCAP, WIC)*

1. Visible support for breastfeeding, e.g. culturally appropriate pictures or posters that shows women breastfeeding in positive and realistic settings.
2. Positive staff attitudes toward breastfeeding at all levels of the organization (from Housekeeping to the Medical Director and Chief Executive Officer)
3. Comfortable chairs in waiting room for mothers to sit in while breastfeeding.
4. Private space available for breastfeeding, when desired by mothers.
5. Lactation specialist on staff, preferably IBCLC.
6. Breastfeeding home visit and/or telephone contact with all breastfeeding mothers, provided by staff or peer counselor soon after discharge from hospital.
7. Knowledgeable support for breastfeeding after returning to work.
8. Breastfeeding classes on-site.
9. Appropriate resource materials – pamphlets, books, videos from Best Start, NYSDOH, and other reliable sources.
10. No formula company materials – pamphlets, videos, pens, mugs, other “gifts”.
11. Breastfeeding “warm line” for families to call for advice about breastfeeding.
12. Information provided to mothers about community resources, e.g. peer counselors, sources of pump rentals and other breastfeeding supplies.
13. Breastfeeding assessed at each pediatric and postpartum visit.
14. Medication choices for mother consider her breastfeeding status, e.g. recommend contraceptives other than estrogen/progestin methods
15. Duration of breastfeeding monitored.

*NYSDOH – Updated June 2004*